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Sub B1* 

response to the recognition of said feature;
an intelligent controller having associated therewith a
receiver for receiving said coded signal and a
means for accessing programming material; and
a display unit for presenting said programming
material;

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wherein said recognition unit, in response to the
recognition of said feature, causes said intelligent controller
to access said programming material and said display unit to
execute or display said programming material.

169. A system as defined in claim 168 wherein said printed matter
comprises a newspaper.

170. A system as defined in claim 169 wherein said newspaper has
associated therewith said at least one machine recognizable
feature.

171. A system as defined in claim 170 wherein said at least one
machine recognizable feature has associated therewith a data link

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which is recognized by said recognition unit.

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172. A system as defined in claim 171 wherein said data link comprises an image data link.

173. A system as defined in claim 171 wherein said data link comprises a video data link.

174. A system as defined in claim 171 wherein said data link comprises a programming data link.

175. A system as defined in claim 174 wherein said programming data link comprises a commercial programming link:

176. A system as defined in claim 174 wherein said programming data link comprises an informational programming link.

177. A system as defined in claim 174 wherein said programming data link comprises an educational programming link.

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178. A system as defined in claim 174 wherein said programming data link comprises an entertainment programming link.

179. A system as defined in claim 171 wherein said data link comprises a sound data link.

180. A system as defined in claim 171 wherein said data link comprises an on-line data link.

181. A system as defined in claim 171 wherein said data link comprises a on-line shopping data link.

182. A system as defined in claim 171 wherein said data link comprises a pictorial data link.

183. A system as defined in claim 171 wherein said data link comprises an electronic data link.

184. A system as defined in claim 171 wherein said data link comprises an electronic media link.

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185. A system as defined in claim 171 wherein said data link comprises an "information superhighway" data link.

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186. A system as defined in claim 185 wherein said "information superhighway" data link comprises the internet.

187. A system as defined in claim 185 wherein said "information superhighway" data link comprises the world wide web.

188. A system as defined in claim 185 wherein said "information superhighway" data link comprises a computer network.

189. A system as defined in claim 185 wherein said "information superhighway" data link comprises an ISDN network.

190. A system as defined in claim 185 wherein said "information superhighway" data link comprises a telephone line.

191. A system as defined in claim 185 wherein said "information superhighway" data link comprises a CATV line.

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192. A system as defined in claim 185 wherein said "information superhighway" data link comprises a local area network.

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193. A system as defined in claim 185 wherein said "information superhighway" data link comprises a wide area network.

194. A system as defined in claim 185 wherein said "information superhighway" data link comprises a data communications network.

195. A system as defined in claim 185 wherein said "information superhighway" data link comprises an Internet Product Service Directory.

196. A system as defined in claim 185 wherein said "information superhighway" data link comprises a globally based digital communications network.

197. A system as defined in claim 185 wherein said "information superhighway" data link comprises a wireless network link.

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198. A system as defined in claim 185 wherein said "information superhighway" data link comprises a Wireless Application Protocol internet.

199. A system as defined in claim 185 wherein said "information superhighway" data link comprises an ethernet network.

200. A system as defined in claim 185 wherein said "information superhighway" data link comprises a RF cellular network.

201. A system as defined in claim 185 wherein said "information superhighway" data link comprises high band-width digital data.

202. A system as defined in claim 185 wherein said "information superhighway" data link comprises full motion video.

203. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises a bar code.

204. A system as defined in claim 203 wherein said bar code

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Could be 1317
comprises a Universal Product Code.

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205. A system as defined in claim 203 wherein said at least one machine recognizable feature comprises an invisible bar code.

206. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises a magnetic code.

207. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises a printed character.

208. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises a symbol.

209. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises a pictorial icon.

210. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises an invisible indicia.

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211. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises a two-dimensional figure.

212. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises an icon.

213. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises an invisible icon.

214. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises a watermark.

215. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises an invisible watermark.

216. A system as defined in claim 215 wherein said invisible watermark comprises a digital watermark.

217. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises a series of alphanumeric

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*Amended
sub 17*
numbers.

218. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises a binary code.

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219. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises a digital watermark.

220. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises a magnetic strip.

221. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises a code.

222. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises an on-line shopping product code.

223. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises a home shopping product

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code.

224. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises an on-line shopping service code.

225. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises a home shopping service code.

226. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises an analog pattern.

227. A system as defined in claim 170 wherein said at least one machine recognizable feature comprises a hieroglyphic character.